

How **NOT** to Fail Your First Impression

RESUME AUDIT

1. Contact Info

- Full name, phone, professional email
- LinkedIn profile URL (customized)
- Do **NOT** include photos!

2. Formatting

- Clean, modern, easy-to-read layout
- Consistent font and spacing
- No typos or grammar errors
- Remember: You're **NOT** limited to 1 page.

3. Headline & Summary

- Clear professional headline that aligns with role sought.
- Strong (relevant) summary that highlights who you are and what you bring to this specific role.

4. Experience Section

- Bullet points begin with action verbs (e.g., Led, Created, Optimized)
- Includes quantifiable achievements (% , \$, KPIs, outcomes)
- Shows career progression or growth
- Tailored to the job you're applying for, while being HONEST.

5. Skills & Keywords

- Matches skills from job descriptions
- Includes both soft skills (e.g., leadership, communication) and hard skills (e.g., Excel, Salesforce)

6. ATS-Friendly

- Do not **NOT** use graphics, tables, or columns that confuse scanners
- Saved as .docx or .pdf depending on instructions

LINKEDIN AUDIT

1. Profile Picture & Banner

- Professional photo (clear, friendly, well-lit), avoid in car selfies.
- Custom banner that reflects your industry or personal brand.

2. Headline

- More than just your job title — use keywords and show value with relevant wording.

3. About Section

- Storytelling meets value prop — what makes you different?
- Includes keywords, industry language, and personality.

4. Experience

- Matches your resume but written in a more conversational tone, perhaps more in depth.
- Includes achievements, **NOT** just responsibilities.
- Add media (PDFs, links, portfolios) if applicable.

5. Skills & Endorsements

- Ensure you have included skills that are relevant to the job(s) you are seeking.
- You have endorsements (ask people!)

6. Recommendations

- Request and receive at least 3 recent recommendations.
- Ensure they align with the kind of work you want more of.
- Do **NOT** blindly reach out to people you don't know.

7. Visibility

- Grow your network, add people relevant to your search.
- Make sure your profile is set to “public” for networking.
- Like, comment, share, post!

Pro Tips

- Customize both your resume and LinkedIn for *each role type* — recruiters can smell a generic, mass apply doc from a mile away!
- Use ChatGPT (or other AI) to help reword bullets or expand on achievements, while being sure to maintain authenticity and accuracy.
- **Have a friend read your LinkedIn and guess what job you're aiming for. If they can't? Rework it.**